

ABSTRAK

Penelitian ini bertujuan mendeskripsikan struktur, tindak tutur, dan strategi penyampaian wacana promosi Bahasa Indonesia bagi Penutur Asing (BIPA) di akun Instagram @bipakemdikbud. Data diperoleh dari unggahan periode 1 Maret 2023 hingga 20 Februari 2024. Pengumpulan data dilakukan melalui metode observasi dengan teknik catat dan tangkap layar. Pengolahan data menggunakan pendekatan analisis pragmatik. Penyajian data disusun secara deskriptif kualitatif dengan memadukan teknik formal dan informal.

Hasilnya menunjukkan struktur wacana terdiri atas butir utama (informatif, pengumuman, menarik perhatian), badan iklan (eksplisit dan implisit), serta penutup (teknik lunak dan keras). Dalam penyampaian struktur wacana promosi ditemukan ada tiga jenis tindak tutur yaitu, lokusi, ilokusi, dan perlokusi. Strategi penyampaian tindak tutur yang ditemukan mencakup direktif, deklaratif, komisif, representatif, dan ekspresif.

Penelitian ini memperlihatkan bagaimana bahasa dimanfaatkan secara strategis dalam media digital untuk menyampaikan pesan edukatif, informatif, dan ideologis secara efektif. Temuan ini diharapkan memperluas kontribusi teoretis dalam studi pragmatik serta mendukung internasionalisasi Bahasa Indonesia melalui BIPA, dengan menyoroti akun @bipakemdikbud sebagai media promosi yang dikelola langsung oleh lembaga pemerintah.

Kata Kunci: wacana promosi, BIPA, tindak tutur, strategi penyampaian tindak tutur, Instagram.

ABSTRACT

This study aims to describe the discourse structure, speech acts, and delivery strategies used in the promotion of Indonesian as a Foreign Language (BIPA) on the Instagram account @bipakemdikbud. The data were collected from posts published between March 1, 2023, and February 20, 2024. Data collection was conducted through observational methods using note-taking and screenshot techniques. The data were processed using a pragmatic analysis approach. The presentation of findings is organized descriptively and qualitatively by combining formal and informal techniques.

The results show that the discourse structure consists of three main components: headline (informative, announcement, attention-grabbing), body copy (explicit and implicit), and closing (soft-sell and hard-sell techniques). The analysis identified three types of speech acts: locutionary, illocutionary, and perlocutionary. The delivery strategies include directive, declarative, commissive, representative, and expressive acts.

This study demonstrates how language is strategically employed in digital media to effectively convey educational, informative, and ideological messages. The findings are expected to contribute theoretically to pragmatic studies and support the internationalization of the Indonesian language through BIPA by highlighting the role of @bipakemdikbud as a government-managed promotional medium.

Keywords: promotional discourse, BIPA, speech acts, Instagram.